

## ORDER



KSDK

**Orders**  
**Order / Rev:** 715676  
**Alt Order #:** 06329406  
**Product Desc:** COSTELLO FOR ST REP  
**Estimate:** 2365  
**Flight Dates:** 09/25/12 - 10/01/12  
**Original Date / Rev:** 09/27/12 / 09/27/12  
**Order Type:** Political

**Primary AE:** Kristin Waskie  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** Buying Time, LLC/ POL  
**Buying Contact:**  
**Billing Contact:**  
 650 Massachusetts Ave. N.W. , Suite 210  
 Washington, DC 20001

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** COSTELLO, J / D / IL HOUSE OF REP  
**Demographic:** A35+  
**Product Codes:** PL-State House Representative  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	17	\$8,320.00	\$7,072.00
10/01/12	10/01/12	5	\$2,875.00	\$2,443.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	17	\$8,320.00	\$7,072.00	0.00
October 2012	5	\$2,875.00	\$2,443.75	0.00
<b>Totals</b>	<b>22</b>	<b>\$11,195.00</b>	<b>\$9,515.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristin Waskie			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSDK	10/01/12	10/01/12	M-F 5-6A 5-6a	CM	5-6A	M-----	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					1	\$250.00		0.00			
2	KSDK	09/25/12	09/25/12	M-F 5-6A 5-6a	CM	5-6A	-T-----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-T-----					1	\$300.00		0.00			
3	KSDK	09/26/12	09/26/12	M-F 5-6A 5-6a	CM	5-6A	--W----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----					1	\$300.00		0.00			
4	KSDK	09/28/12	09/28/12	M-F 5-6A 5-6a	CM	5-6A	----F--	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$300.00		0.00			
5	KSDK	10/01/12	10/01/12	M-F 4-5A 4-5A	CM	4-5A	M-----	:30	1	\$25.00	P-3	0.00	NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					1	\$25.00		0.00			
6	KSDK	09/26/12	09/26/12	M-F 4-5A 4-5A	CM	4-5A	--W----	:30	1	\$40.00	P-2	0.00	NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

Order / Rev: 715676  
 Alt Order #: 06329406  
 Flight Dates: 09/25/12 - 10/01/12

Advertiser: COSTELLO, J / D / IL HOUSE OF REP  
 Product Desc: COSTELLO FOR ST REP  
 Estimate: 2365  
**KSDK**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	KSDK	09/26/12	09/26/12	M-F 4-5A 4-5A	CM	4-5A	--W----	:30	1	\$40.00	P-2	0.00	NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	--W----		1				\$40.00		0.00			
7	KSDK	09/27/12	09/27/12	M-F 4-5A 4-5A	CM	4-5A	---T---	:30	1	\$40.00	P-2	0.00	NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	---T---		1				\$40.00		0.00			
8	KSDK	09/28/12	09/28/12	M-F 4-5A 4-5A	CM	4-5A	----F--	:30	1	\$40.00	P-2	0.00	NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	----F--		1				\$40.00		0.00			
9	KSDK	10/01/12	10/01/12	M-F 6-7A 6-7a	CM	6-7A	M-----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	M-----		1				\$500.00		0.00			
10	KSDK	09/25/12	09/25/12	M-F 6-7A 6-7a	CM	6-7A	-T-----	:30	1	\$675.00	P-2	0.00	NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-T-----		1				\$675.00		0.00			
11	KSDK	09/27/12	09/27/12	M-F 6-7A 6-7a	CM	6-7A	---T---	:30	1	\$675.00	P-2	0.00	NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	---T---		1				\$675.00		0.00			
N12	KSDK	09/25/12	09/25/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	-T-----	:30	1	\$1,200.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-T-----		1				\$1,200.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KSDK	09/24/12-09/30/12	M-F 5P News See MG 12.2, 12.3 [Spots did not air - Severe WX cut in ]		5-530P	-T-----	:30		<del>(\$1,200.00)</del>		0.00	NM		
	2	KSDK	10/01/12-10/01/12	M-F 5P News Ⓜ MG for 12.1 09/25 [N/A]		5-530P	M-----	:30		\$1,000.00		0.00	NM		
	3	KSDK	09/28/12-09/28/12	M-F 11-12P Ⓜ MG for 12.1 09/25 [N/A]		11A-12P	----F--	:30		\$200.00		0.00	NM		
13	KSDK	09/27/12	09/27/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	---T---	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	---T---		1				\$1,200.00		0.00			
14	KSDK	10/01/12	10/01/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	M-----	:30	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	M-----		1				\$1,100.00		0.00			
15	KSDK	09/26/12	09/26/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	--W----	:30	1	\$1,350.00	P-2	0.00	NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	--W----		1				\$1,350.00		0.00			
16	KSDK	09/28/12	09/28/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	----F--	:30	1	\$1,350.00	P-2	0.00	NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	----F--		1				\$1,350.00		0.00			
17	KSDK	09/30/12	09/30/12	Sun 6-7A Sun 6-7A	CM	6-7A	-----S	:30	1	\$275.00	P-2	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S		1				\$275.00		0.00			
18	KSDK	09/30/12	09/30/12		CM	1033p-11p/11:05p	-----S	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
LN2 (Su)															
LN2 (Su)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$500.00		0.00			
19	KSDK	09/25/12	09/28/12	M-F 4P News	CM	4-430P	- TWTF- -	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
News 5 at Four															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- TWTF- -					1	\$600.00		0.00			
20	KSDK	09/25/12	09/28/12	M-F Noon News	CM	12-1230p	- TWTF- -	:30	1	\$275.00	P-3	0.00	NM	1	\$275.00
Noon News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- TWTF- -					1	\$275.00		0.00			
21	KSDK	09/25/12	09/28/12	M-F 1230-1p	CM	1230-1p	- TWTF- -	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
Show Me St. Louis															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- TWTF- -					1	\$200.00		0.00			
													Totals	22	\$11,195.00